

Greetings MidTown Tosa Businesses,

Do you know that MidTown Tosa's zip code 53226 boasts a population of 18,951, average family income of \$106,930, and high rates of owner-occupied housing? The residents surrounding our businesses are dedicated to and invested in their community.

That's why YOUR business should have a booth at the upcoming ***MidTown Festival outdoor celebration on July 21st from 11am - 3pm***. We will have live music, food, beer, face painting, a balloon man, bouncy house and we need YOU, too!

The MidTown Festival is a great opportunity to get in front of your existing customers and to meet potential customers based in and around the MidTown Tosa area. The event will feature MidTown area businesses, activities for kids, and plenty of opportunities to share the story of your business with area residents.

Here are the benefits of having a booth:

- The opportunity to bring your business's story to visitors and potential customers
- Facebook shout-outs on the MidTown Tosa Facebook page
- The chance to be part of a community event
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Here are the items you should provide at your booth:

- At least one fun activity for visitors to your booth
- Information about your business
- A giveaway such as promotional bags, water bottles, sunscreen, or snacks
- Friendly staffing for your booth
- Cleanliness in and around your booth
- If you want a tent, table and/or chairs, see below

Here are the important details:

- **The cost of a booth is \$50.** This does not include a tent and table/chairs (see below)
- The \$50 booth cost is waived for any business that has joined the MidTown Tosa Association at the \$300 Member level.
- If you would like a tent, you can bring your own or rent one for an additional \$75.
- If you would like a table and chairs at your booth, you can bring your own or rent them for an additional \$25.
- If you bring your own tent, you must be sure that it is properly weighted down.
- There will be no rain date for the event.

TO RESERVE YOUR BOOTH, COMPLETE THE FOLLOWING SHORT FORM AND EMAIL YOUR RESPONSES TO SMHALKO@ALIGNLIFE.COM. (Sara Mahalko-Leonhardt will be keeping track of MidTown Festival booths.)

PLEASE RESPOND BY MONDAY, JULY 2

Name of Company:

Contact Name:

Contact Phone Number:

Contact Email Address:

Is your business a MidTown Tosa member at the \$300 level? ____ yes ____ no

Will you rent a tent for an additional \$75? ____ yes ____ no

Will you rent a table/chairs for an additional \$25? ____ yes ____ no

You will be invoiced for the cost of the booth rental and any additional tent/table/chairs rental.

How do you wish to pay for your booth rental? ____ check ____ credit card

If you have any questions, please email them to smahalko@alignlife.com.